



**WEWS**

# ORDER

Print Date 10/12/12

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Flight Dates **10/19/12-10/25/12**

Contract / Revision      **314337 /**      **Congressional Leadership Fund**

Original Date / Revision      10/10/12    10/10/12      Agency Com    15%

Advertiser **Congressional Leadership F**  
Billing Contact  
**815 Slaters Lane**  
**Alexandria, VA 22314**

Agency    **American Media and Advoc**

Buying Contact  
**815 Slaters Lane**  
**Alexandria, VA 22314**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00

Estimate #      **3347**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35-64

Rev Codes      POL      POL      ISS

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	42	\$95,710.00	\$112,600.00	0.00	10/01/12	10/25/12	42	\$95,710.00	\$112,600.00
<b>Totals</b>	<b>42</b>	<b>\$95,710.00</b>	<b>\$112,600.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/19/12	10/25/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	22222--	:30	10	\$2,000.00	P-1	0.00	NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	22222--					10	\$2,000.00		0.00			
N 2	WEWS	10/19/12	10/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	22222--	:30	10	\$2,500.00	P-1	0.00	NM	10	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WEWS**

Print Date: 10/12/12

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Contract / Revision     **314337**     Flight Dates **10/19/12-10/25/12**

Hiatus Dates

Original Date / Revision   10/10/12/   10/10/12

Order Sep   00:20:00

Advertiser   **Congressional Leadership**   Product **Congressional Leadership**   Estimate #   **3347**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/19/12	10/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	22222--	:30	10	\$2,500.00	P-1	0.00	NM	10	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	22222--	10		\$2,500.00		0.00						
N 3	WEWS	10/21/12	10/21/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	-----S	1		\$2,800.00		0.00						
N 4	WEWS	10/19/12	10/25/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	11111--	5		\$3,000.00		0.00						
N 5	WEWS	10/19/12	10/25/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	11111--	5		\$3,000.00		0.00						
N 6	WEWS	10/19/12	10/25/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	111-1--	:30	4	\$4,500.00	P-1	0.00	NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	111-1--	4		\$4,500.00		0.00						
N 7	WEWS	10/20/12	10/20/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	-----S-	1		\$2,500.00		0.00						
N 8	WEWS	10/21/12	10/21/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	-----S	1		\$1,800.00		0.00						
N 9	WEWS	10/19/12	10/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	11111--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	11111--	5		\$2,500.00		0.00						
														<b>Totals</b>	<b>42 \$112,600.00</b>